



Issue 10
NEWS

Welcome to the latest edition of the BID newsletter

We hope you had a great summer, we think it's been great! Norwich has been abuzz with dragon hunters come rain or shine, armed with maps and the Discover Norwich app! Our free Thursday early evening events also proved hugely popular, animating our already vibrant city with talented musicians and Covent Garden street performers. Norwich also hosted its first ever 10k City Centre road race and over 3,800 participants put on their running shoes and got involved - well done to everyone who took part, just like our team!



Here is a quick update on progress, please feel free to share this newsletter with colleagues.

Stefan Gurney, Executive Director, Norwich Business Improvement District



droplet®

Droplet

Working in partnership with Norwich BID, [Droplet](#) is an exciting loyalty and payments app for businesses in Norwich.

So far over 100 merchants in Norwich have signed up to the scheme. Become a Droplet Merchant, and you'll be able to use Droplet to post special offers to people nearby as well as set your own mobile loyalty offer. [Email](#) Droplet for more information.



Discover Norwich

The [Discover Norwich app](#) is an essential resource for any visitor and city centre user, therefore please keep sending us all your events for inclusion.

If you would like your company details added or amended please contact [Laura](#) on 01603 727937, who will be happy to help.



The BID **FREE WIFI** for the city centre will be launching soon and will help put Norwich on



yammer
The Enterprise Social Network

Offered free to all BID businesses, Yammer is a free resource which enables you to stay up to

the map as a technology leading city, and a more connected place to visit, work and live. The project will enable users to easily download and access the 'Discover Norwich' app to help them explore the city.

The scheme will offer approximately 95% coverage on the main shopping thoroughfare, with 33 access points for maximum BID coverage and 5mbs minimum download speed.

date with the latest city news and events, connect with the BID team, communicate with your own teams and share your own news and information. [Sign up today!](#)

For more information or to request a demo please contact us on 01603 727930 or by [email](#).

Latest News & Information



Get behind our 'BID' for GB High Street of the Year 2015

In 2014, nominated by Norwich BID, The Norwich Lanes were selected as the winner for the City Category of the [Great British High Street Awards](#).

This year's nomination ambitiously extends to include the whole of the city centre and we're hoping Norwich will be recognised for its innovation and unique approach to the challenges of the modern high street.

Please get involved and [back the campaign](#) by displaying posters, stickers and leaflets - [contact us](#) for the Great British High Street tool kit or call 01603 727930 for more information. Alternatively share photos and what you love about the city, via Facebook, Twitter and Instagram using #GBHighSt. Last year the campaign attracted an overwhelming amount of support from the public including Norwich City Director and National Treasure Stephen Fry.



Last year's campaign saw a surge in footfall and had a positive effect on businesses in the Lanes – it's hoped that the whole city centre will benefit from the nomination to this year's awards.



Park and Ride

From 7 September, look out for the new [Park and Ride \(P&R\)](#) service from Konnect. Research conducted by Mott MacDonald on behalf of Norwich BID helped shaped the P&R procurement process, with suggestions leading to later buses and fairer charges. The new P&R service includes new cross city links, smart ticketing, 18 new buses, extended evening service, improved frequency during peak times for the Airport-Thickthorn route and a new Norwich rail station link from Postwick.



The Norwich Food & Drink Festival, 12 - 13 September

The [Norwich Food & Drink Festival](#) is a fabulous celebration of food and drink, which promises something for all the family.

Norwich BID are supporting this years festival which will see Chapelfield Gardens transformed into a food and drink village featuring live music, street entertainment, feast on the street, cookery demonstrations, producer's marquee, city farm and a Battle of the Bangers! A must for any food lover!



Noirwich, 17 – 20 September

With funding from Norwich BID, Noirwich Crime Writing Festival returns for its second year to bring a chill to the start of autumn and features events with esteemed authors including Lee Child, Andy McNab and Peter Robinson, plus many more.

Reinforcing Norwich's status as the Unesco City of Literature, Noirwich is a partnership between Writers' Centre Norwich, UEA and Dead Good Books.

Get Involved



If you wish to get involved and become an active member to help shape activities for the city centre we would love to hear from you, please [email us](#) or call 01603 727930.

Follow Us, Join Us ... Be Social - Stay up to date with all our latest news via our [website](#) or follow us on [Twitter](#).

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